instructions The complete assignment instructions are located below. Note: If you are taking the Google Analytics Individual Qualification (IQ) exam this month, you must still submit the Week 2 assignment. Objectives Effectively define SMART business goals Pair SMART goals with appropriate KPIs to measure success Scenario You are an Internet Marketing Consultant seeking the business of a 3rd party company. (Once again, this company can be the company you have been using throughout DMMS.) In your attempt to earn the contract of this 3rd party company, you are providing brief, initial proposal of SMART business goals and corresponding KPIs to improve their digital marketing campaign. Task Define 4 – 5 SMART business goals. For each SMART goal, identify 2 – 3 KPIs to measure its success. Explain why and how each KPI will assess the success of its corresponding business goal. Real World Application 2: SMART Goals and KPIs. Deliverable Business report – Concise and thorough Helpful Tips Make sure to include background on the company to provide context to the goals and metrics you identify (Re)Watch this week’s archived live session Remember to use business report formatting – Use meaningful headings, bulleted lists, concise statements, etc. Be creative and resourceful! Use plenty of graphics / visuals to represent the information you’re trying to present Remember to discern between presentation-appropriate graphics and business report-appropriate graphics Be thorough yet concise – Remember your audience (3rd party executives) All business report assignments will be graded using the “Reporting Rubric,” which can be found in the “Read the Syllabus” section View the “Success Guide,” also located in the “Read the Syllabus” section File requirements For every assignment you submit: Name your file in the format LastName\_FirstName\_Class\_RWApp# (e.g., Arlen\_Philip\_WAR\_RWApp1) If you are submitting multiple files, include your full name on all files and a meaningful description of its contents (e.g., Arlen\_Philip\_WAR\_RWApp1 – Investing\_WA\_presentation.mov; Arlen\_Philip\_WAR\_RWApp1 – additional\_readme.doc), and then zip all files (the zip file should also follow the naming convention as described in the first bullet point, above)